

# Together For Health



Maricopa County

Funded By:  
Arizona Department of  
Health Services



# Overview of Presentation

- Project background/needs assessment
- Methods and implementation strategies
- Evaluation and results
- Conclusion
- Question & answer session





# What is Together For Health? (TFH)

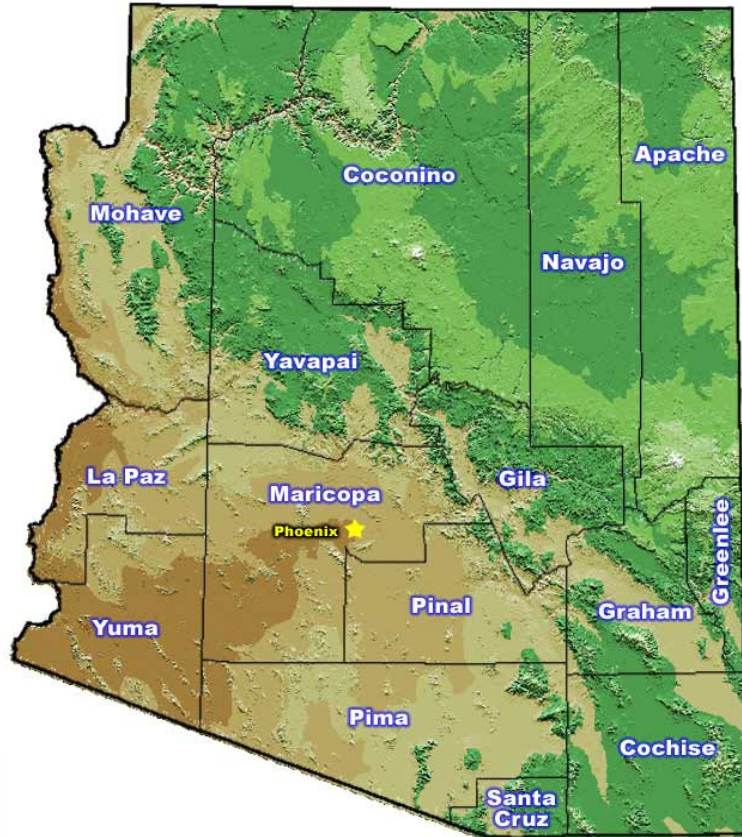
- A **FREE** healthy lifestyle program for teenagers and adults focusing on:
  - Increasing physical activity
  - Improving nutrition intake, including 5-A-Day
  - Addressing proper nutrition, portion control, healthy weight, meal planning and preparation
  - Educating about stress management
  - Reducing tobacco use, exposure, and cessation

# Background

- Developed by Maricopa County Department of Public Health (MCDPH)
  - Funded by AZ Dept. of Health Services
- Offered to community organizations, schools, worksites, and churches
- Program recognition
  - National Association of Counties Achievement Award
  - 2004 Minority Women's Health Summit
  - 2004 National Wellness Conference



# Profile of Maricopa County



- Population=3.4 Million
- 34% Live at or below 185% FPL
- Minority Populations represent 43% of Maricopa County





# Needs Assessment

- The top 3 behaviors leading to chronic disease
  - Poor Nutrition
  - Lack of Physical Activity
  - Tobacco Use
- Low Literacy & Low Income
- Increased Stress due to demanding work/family roles



# Needs Assessment

- 53% of Maricopa County residents are overweight or obese
- 77% of Maricopa County residents fail to consume 5 servings of fruits and vegetables daily





# Needs Assessment

- 67% of adults in Maricopa County report not getting a minimum of 30 minutes of physical activity at least 3 days per week
- Non-White Maricopa residents are more sedentary than white residents
- 55.7% vs. 27.1 %



# Needs Assessment

- Tobacco is responsible for 20% of deaths & increases risks for poor pregnancy outcomes
- 20% of Arizonans report smoking





# TFH Mission

## Mission

- Empowering people for a healthier tomorrow

# Program Goals

- Improved dietary quality
- Make changes toward a healthy weight
- Increase physical activity
- Manage stress positively
- Reduce prevalence of smoking







# Class Structure

- Co-facilitated by Health Educator and Registered Dietitian
  - Reflect cultures, customs, traditions, and languages of participants
- 9 or 12 hour format
- Class size=10-25 participants
- Available in English or Spanish
  - Provide culturally specific healthy lifestyle options



# Program Evaluation

- Pre and Post program health assessment
- Mid-point and final participant feedback
- Site coordinator evaluation
- Data analyzed by independent evaluator
- 3-month follow up evaluation via phone

# Site Recruitment

- Neighborhoods and school districts with 50% or more free/reduced meals
- Community/neighborhood groups serving low-income families
- Work places that employ people in low- wage jobs





# Marketing Strategies

- Flyers
- Post-Cards
- Press Releases
- Newspaper Articles
- Catalog Description
- E-mail Notices
- Cable TV
- Website
- Cold Contacts

18 *Thunderbolt*  
Oct. 3, 2003

## *Relax ...*

*Members of the Women Together for Better Health practice relaxation techniques Sept. 24 at the Health and Wellness Center. The group, which meets every Wednesday at 4:30 p.m., is targeted for women and focuses on nutrition and fitness. The HAWC has teamed up with Maricopa Public Health Department to provide the 12-week program. For more information about HAWC activities, call (623) 856-3768.*



Staff Sgt. Ron Johnson

# Site Coordination

- Letter of Understanding/Intent to Collaborate
  - Site coordinator markets program
  - Enrolls participants
  - Provides meeting room
- MCDPH provides marketing materials, program forms, and educational tools
- Childcare reimbursement available



# Nutrition Curriculum



- Food Guide Pyramid
- 5-a-Day
- Weekly food record
- Label reading
- Meal planning
- Eating out
- Healthy weight/Fad diets
- Dietary supplements



# Nutrition Incentives

- Measuring cup
- Measuring tape
- Meat thermometer
- Fast Food Eating Guide
- Grocery Lists
- Healthy cookbooks and 5-a-Day recipes





# Health Education Curriculum



- Weekly step log
- Physical Activity Pyramid
- Stress management/relaxation
- Tobacco use/exposure
- Strength and Resistance Training



# Health Education Incentives

- Pedometer
- Resistance bands
- Water bottles
- Stress  
massagers
- Journals



# Target vs. Actual Demographics

	<u>Target Goals</u>	<u>TFH Data</u>
<b>Enrollment</b>	600 participants Jan. - June 05	753 participants Jan.-June 05
<b>Age Range</b>	13 +	38.6 mean yrs. BMI = 31.4 kg/m <sup>2</sup>
<b>Ethnicity</b>	40% minority	56% minority







# TFH Demographics

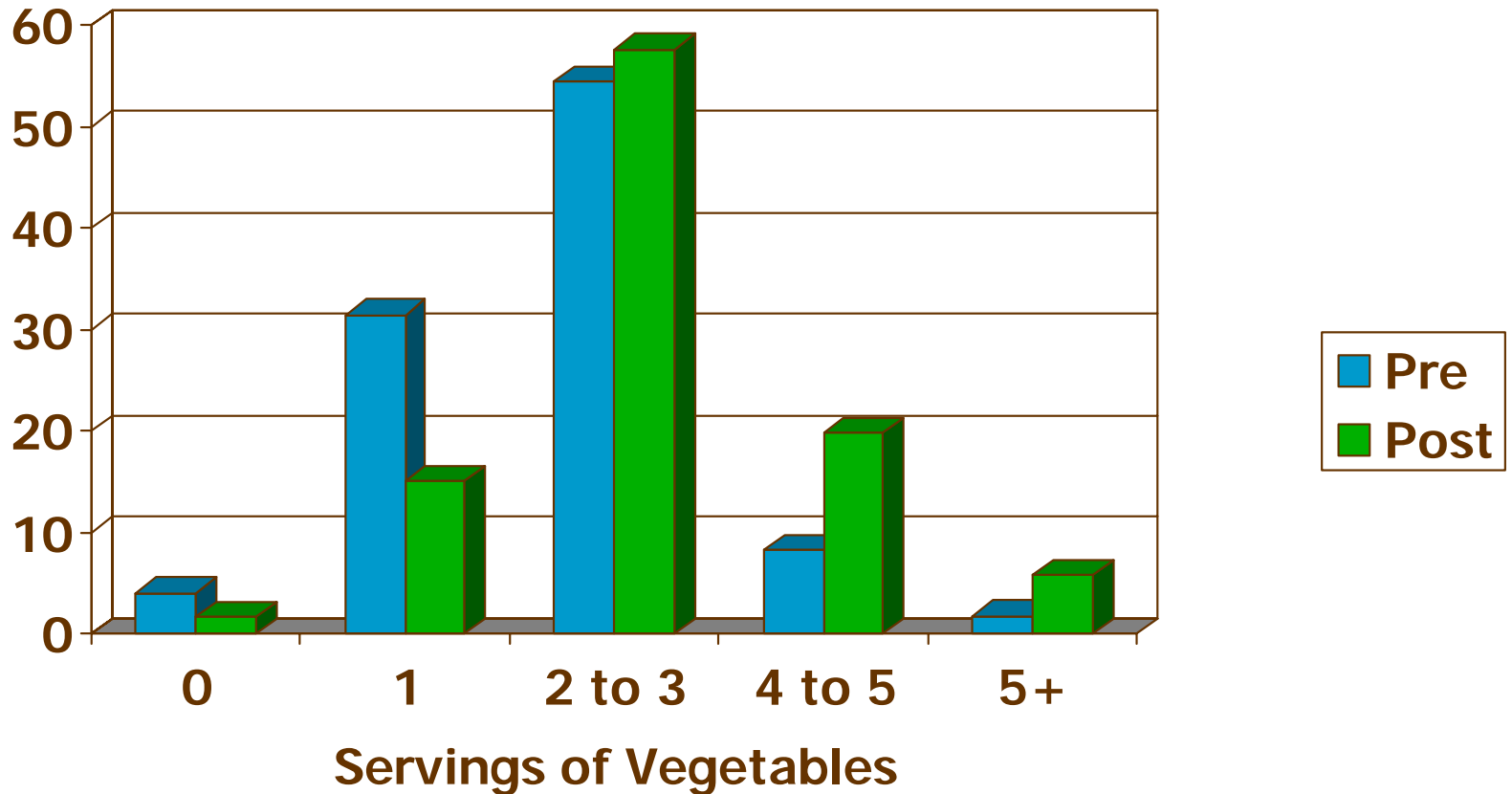
- Income Status
  - 33% participants receive AHCCCS, DES or WIC
  - 94% of these are minorities
- Education Level
  - 43% have a high school degree or less education

# Behavior Change Results

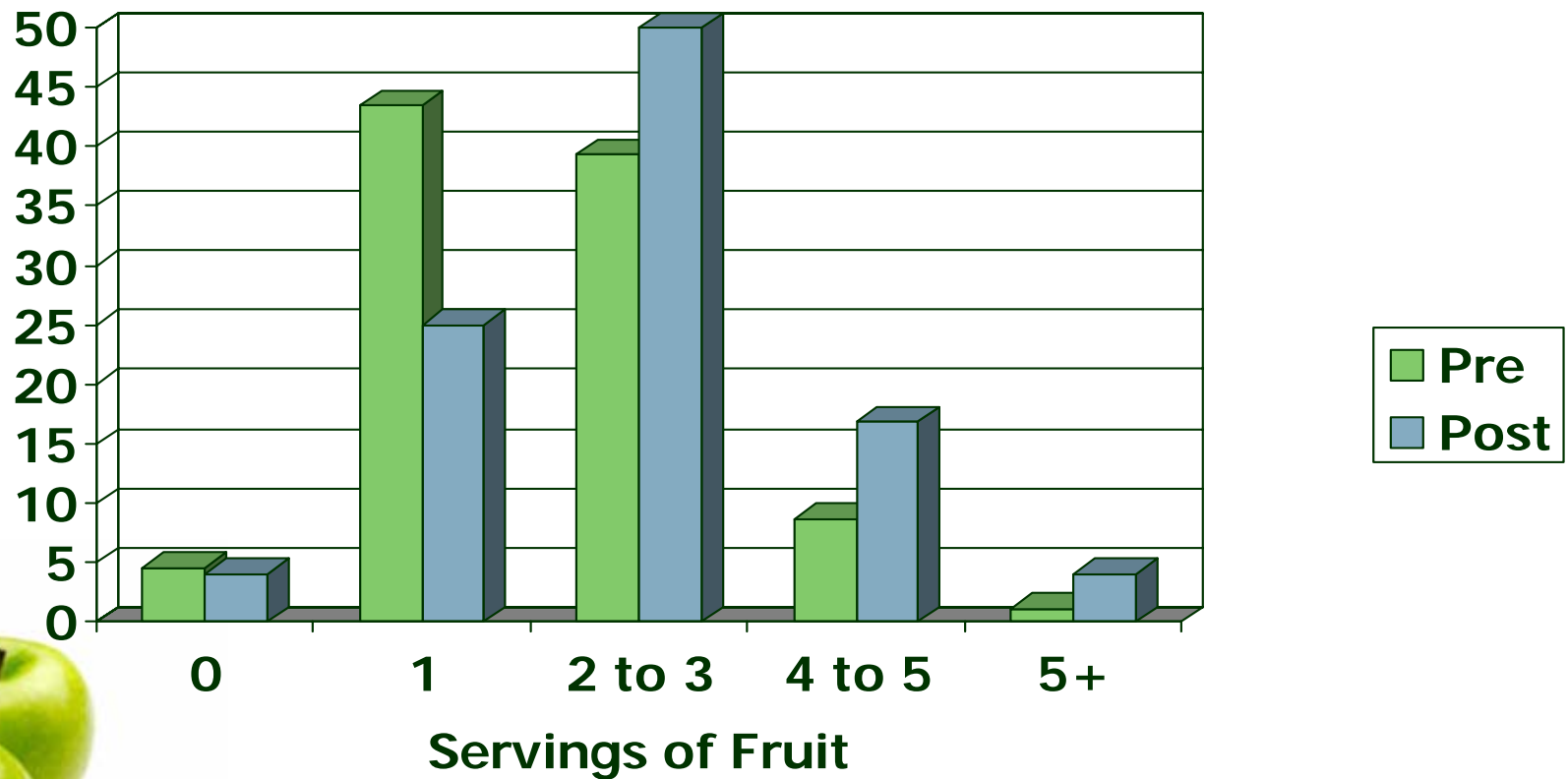
Objective	Goal	Result
Accurate Perception of Weight	50%	77%
At least 1 dietary improvement	75%	79%
Increase Vegetables/Fruits	75%	77%
Increase Physical Activity	75%	71%
Increase in Positive Stress Mgmt.	50%	72%
Increase in Stress Mgmt Confidence	75%	78%



# Vegetable Consumption



# Fruit Consumption





## What are participants saying?

- “Wonderful program, informative”
- “Awesome handouts and user friendly tools”
- The step log and food log help me monitor progress and set goals”
- “Much needed training”

# I've Learned!!!



- "How to read food labels"
- "How to better take care of myself and my family"
- "How to do more exercises/exercise techniques"







# Lessons Learned

- Ensure staff communication and teamwork
- Ensure site coordinator involvement
- Allow adequate time for curriculum development and obtaining supplies
- Ensure adequate storage for materials
- Ensure facilitators are culturally diverse to meet and understand needs of the participants





# Program Improvements

- Pre/Post Health Assessment
- Liability Waiver
- Curriculum Changes (Updates)
- Team Training
- Outcome Measures

# Conclusions

- Preliminary results show positive trends in lifestyle behavior
- Participants are eager to learn ways to improve their health and that of their families
- TFH is well received by a variety of different organizations





# For More Information



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